



Maureen Monagle



Jonathan Starkey



**KEEP  
DE  
LITTER  
FREE**

# DELAWARE'S ANTI-LITTER CAMPAIGN

Jonathan Starkey  
Communications Director  
Office of Governor John Carney





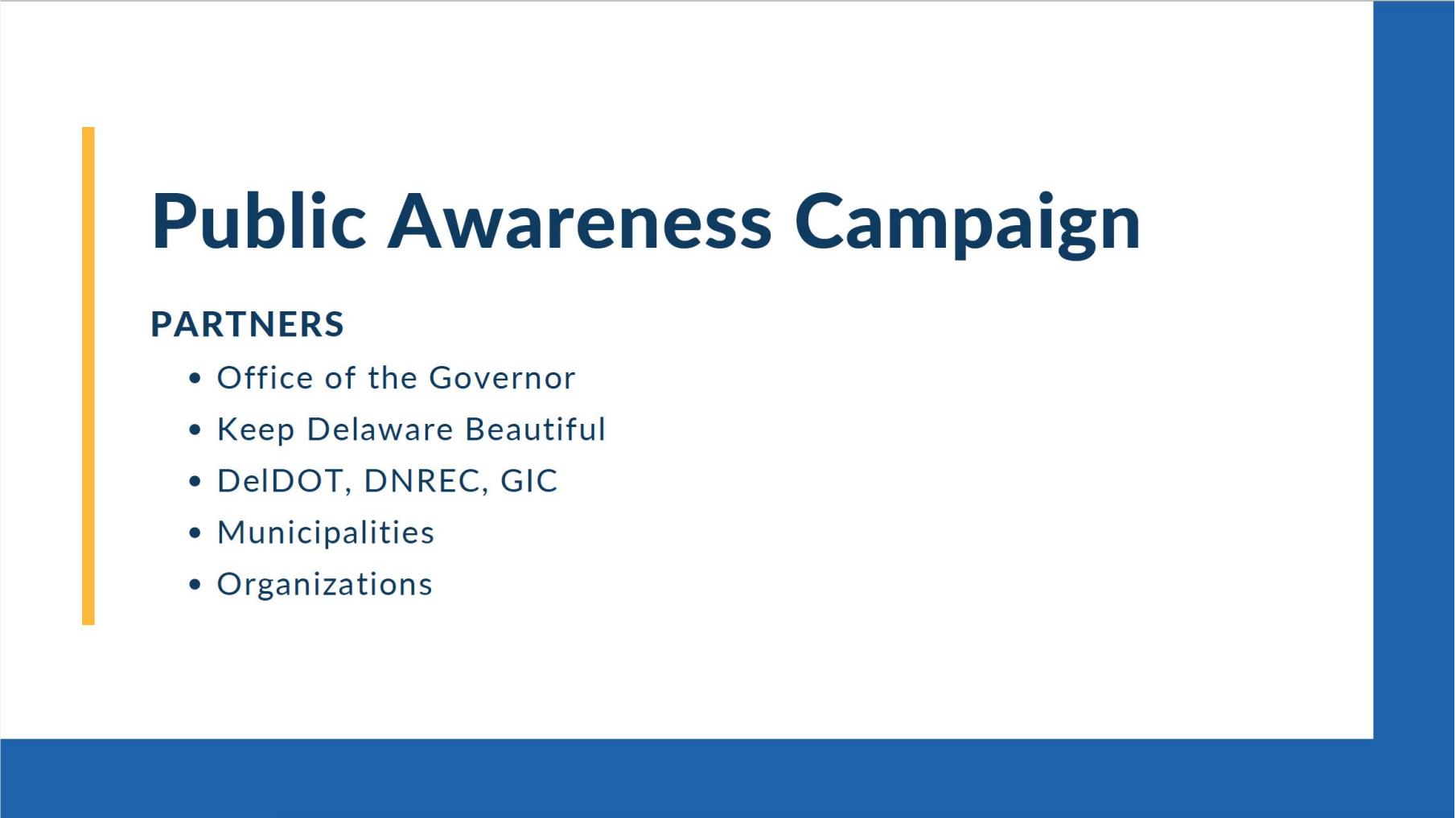
# Delaware's Litter Problem

A 2018 study from Keep Delaware Beautiful and the State of Delaware identified **more than 6,000 pieces of litter for every** mile of roadway surveyed.



# Public Awareness Campaign

## PARTNERS

- Office of the Governor
  - Keep Delaware Beautiful
  - DeIDOT, DNREC, GIC
  - Municipalities
  - Organizations
- 

# Objectives



## **COMBAT DELAWARE'S LITTER PROBLEM**

Significantly reduce waste found on roadways, in waterways, throughout parks and within cities and neighborhoods.

## **BUILD COMMUNITY**

Encourage Delawareans of all ages, counties and groups to be active contributors to the anti-litter initiative, thus creating a united sense of state pride.

## **INSPIRE BEHAVIOR CHANGE**

Create awareness of Governor Carney's passion for this initiative, sharing it in a way that delivers impact and instills urgency.



# #KeepDELitterFree Launch

REHOBOTH BEACH BANDSTAND

**April 30, 2019** - Joined by local leaders, members of the General Assembly, and advocates, Governor Carney launched the “Keep DE Litter Free” initiative, a campaign to reduce litter across Delaware



# Anti-Litter Alliance Launch

MAYORS, CITIES, TOWNS,  
ORGANIZATIONS

**May 23, 2019** - Members of this coalition pledge to encourage their residents to not litter, to pursue litter prevention policies, and to organize at least one litter clean-up each year. The launch event took place outside of the Achievement Center in Wilmington.





# Expanding Work-a-Day, Earn-a-Pay Program

STATEWIDE

**July 18, 2019** - In partnership with Goodwill of Delaware, Governor Carney expanded DeIDOT's Work-a-Day Earn-a-Pay Program Pilot Public Works Jobs across the state.



# Delaware Coastal Cleanup

STATEWIDE

**September 14, 2019** - Governor Carney took part in the 32nd Annual Coastal Cleanup, an event that spanned more than 45 sites in New Castle, Kent and Sussex counties, including river and ocean shorelines, as well as wetland and watershed areas.



# Sussex County Government Employee Cleanup

ANTI-LITTER ALLIANCE MEMBER

**September 18, 2019** - Over 40 Sussex County employees volunteered to clean up four pre-selected roads in Sussex as part of the #KeepDELitterFree initiative.





# Public Awareness

#KeepDELitterFree sidewalk stencils, trashcan stickers at festivals and residences, billboards, bus wraps, window clings for businesses

# Tactics

## DIGITAL

Website ([de.gov/litterfree](https://de.gov/litterfree))

Social media

Digital signs

## BUSINESS ENGAGEMENT

Window clings for businesses to  
put on storefronts

## DART BUS ADVERTISING

Advertising on sides and backs of  
DART Buses and a variety of posters  
in bus shelters

## BILLBOARDS

MLK Boulevard in Wilmington; I-95

South near Riverfront; Route 1

South in Milford

## SIDEWALK STENCILS

Chalk-based paint put on sidewalks  
and walkways at events.

*Firefly - Clifford Brown Jazz Festival - Middletown*

*Peach Festival - Union Street (Wilmington)*

## TRASHCAN DECALS

Removable stickers placed on trash  
cans.

*City of Rehoboth trashcans - Waste Industries and  
Keep Delaware Beautiful residential partnership*

# Legislation



Bans Single-use  
Plastic Bags



Increases  
Littering Fines



Cities & Towns  
pass resolutions

KEEP  
DE  
LITTER  
FREE



## Get Involved

### SPREAD THE WORD

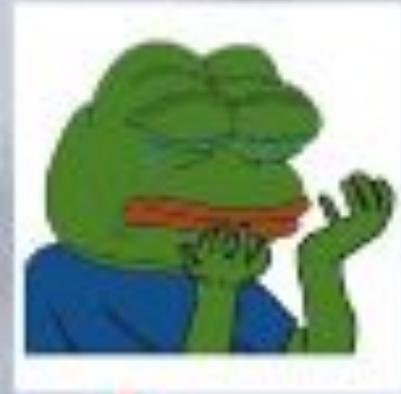
- CONTACT GIC TO ADD LOGO TO WEBSITE
- USE **#KEEPDELITTERFREE** ON SOCIAL MEDIA
- ENCOURAGE AND PROMOTE CLEANUPS



# DESIGN WORKSHOP



We want to take you from this:



graphic design is my burden

To this:



(But with a prettier graphic, obviously)

# What is Canva?



[Browse](#) [Features](#) [Learn](#) [Pro](#)

[Log in](#)

[Sign up](#)

## Design anything. Publish anywhere.

Create an account, it's free. Canva is loved by beginners and experts, teams and individuals.



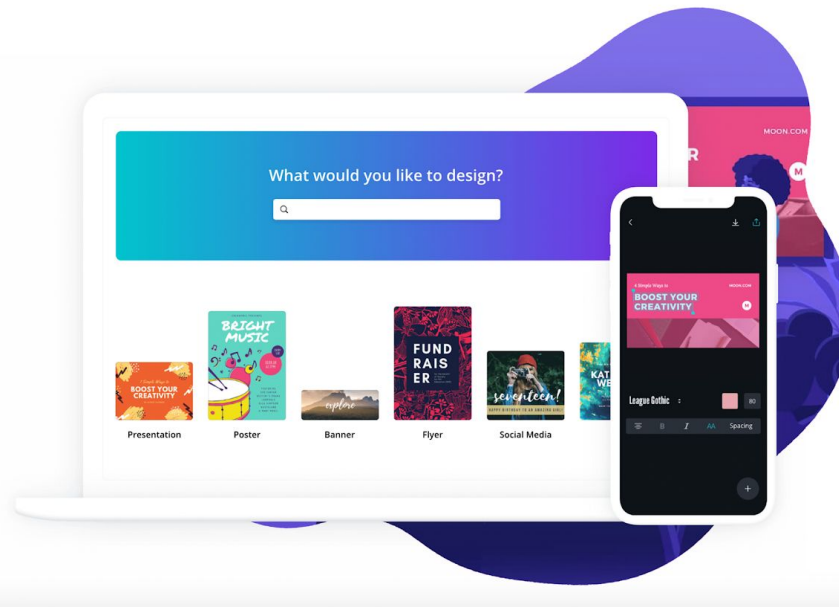
Sign up with Google



Sign up with Facebook

Sign up with email

Already signed up? [Log in](#)





# You can do it!



Source: <https://images.app.goo.gl/5YS1AhJ6F7DZ3oxD7>

# Canva is best for...

- » Social Media
- » Online Announcements
- » Posters/Cards (this is not free)
- » Anything digital!

# Create an account

## let's get started!

Use your  
Google or  
Facebook  
account.

### Design anything. Publish anywhere.

Create an account, it's free. Canva is loved by beginners and experts, teams and individuals.



Sign up with Google



Sign up with Facebook

Sign up with email

Already signed up? [Log in](#)

or



### < Create your account

We'll have you designing in no time.

Name

Email

Password

Use 8 or more characters with a mix of letters, numbers & symbols.

Get started, it's free!

By signing up, you agree to Canva's [Terms of Use](#) and [Privacy Policy](#).

Already signed up? [Log in](#)

Create an  
account  
with any  
email  
address.

# You made it!



Amber Weeks

[Add your picture](#)

Create a design

## Home

All your designs

Templates

Photos

Print

Brand Kit

Design School

Create a team



Folders

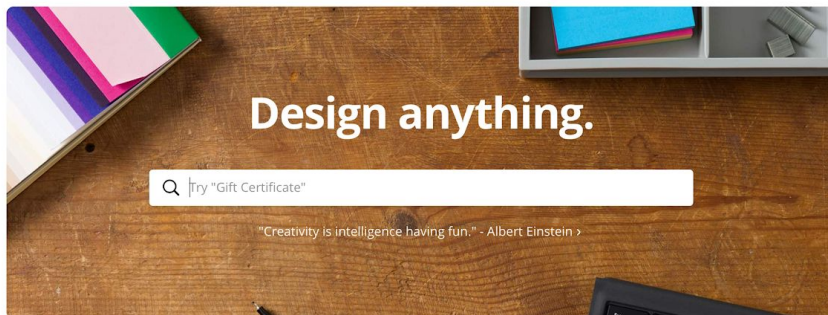


Trash

Folders you open will be pinned here so that you can quickly access them.



Upgrade



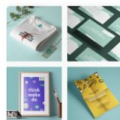
## Design anything.

Try "Gift Certificate"

"Creativity is intelligence having fun." - Albert Einstein >

Create a design >

Custom dimensions



Canva Print >



Animated Social Media



Presentation



Poster



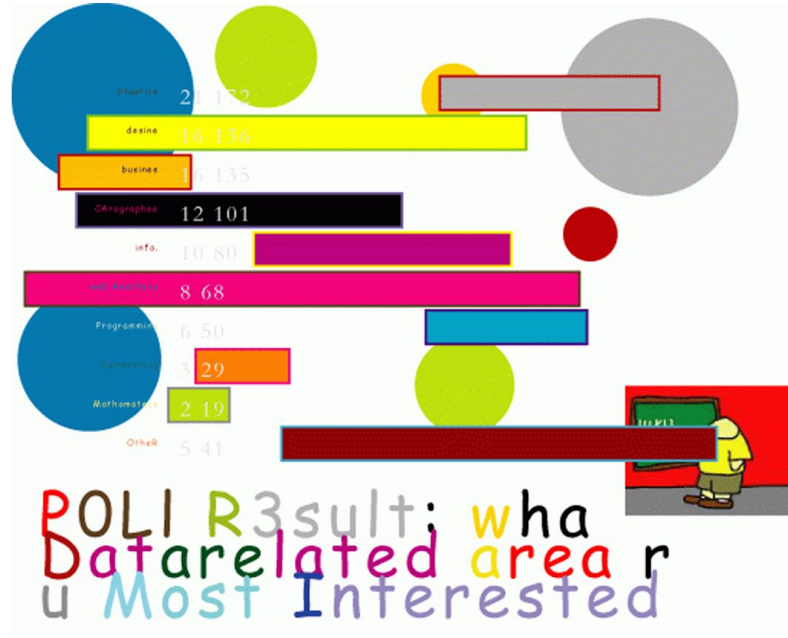
Social Media



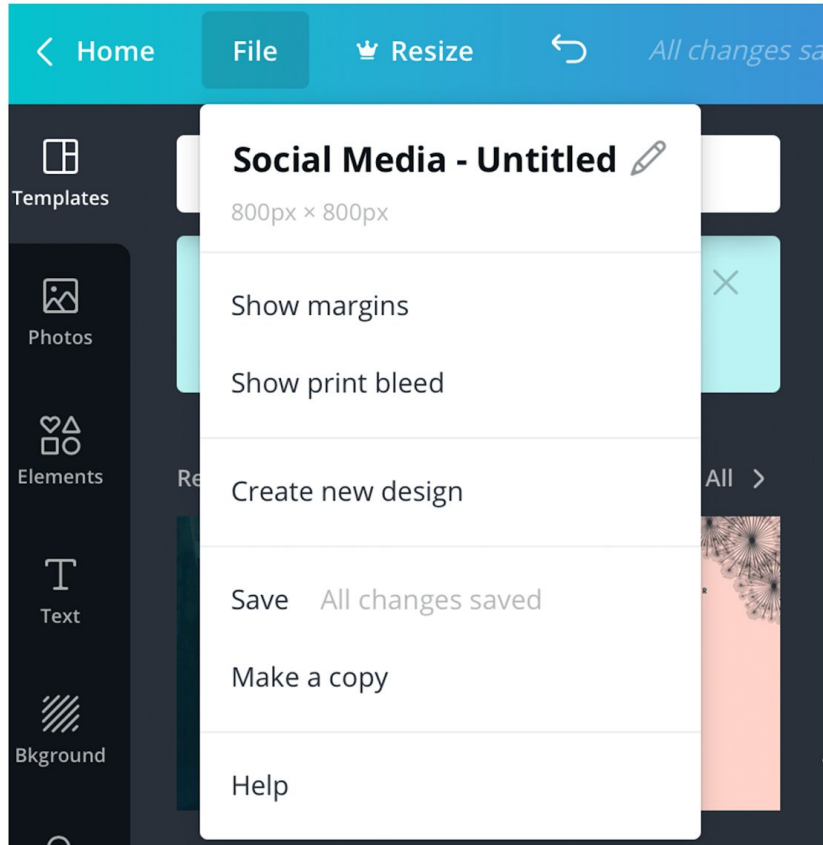
Facebook

Help ?

# Let's start a project!



Courtesy of: <https://flowingdata.com/2009/06/15/6-easy-steps-to-make-your-graph-really-ugly/>



Name your  
project:

“Ugliest-Graphic-Challenge  
-yourname-date”

#1 Rule in design:



Do not be afraid to fail!

# Share your graphic on google docs!

Let's take a look at what we all created



# LINE



A line is a mark between two points. There are various types of lines, from straight to squiggly to curved and more. Lines can be used for a wide range of purposes: stressing a word or phrase, connecting content to one another, creating patterns and much more.

# SHAPE



Height + width = shape. We all learned basic shapes in grade school - triangles, squares, circles and rectangles. Odd or lesser seen shapes can be used to attract attention.

There are three basic types of shape: geometric (triangles, squares, circles etc), natural (leaves, animals, trees, people), and abstracted (icons, stylizations, graphic representations etc).

# VALUE



Value is how light or how dark an area looks. A gradient, shown above, is a great way to visualize value - everything from dark to white, all the shades in-between, has a value. Use value to create depth and light; to create a pattern; to lead the eye; or to emphasize.

# COLOR



Color is used to generate emotions, define importance, create visual interest and more. CMYK (cyan/magenta/yellow/black) is subtractive; RGB (red/green/blue) is additive.

Some colors are warm and active (orange, red); some are cool and passive (blue, purple).

There are various color types (primary to analogous) and relationships (monochromatic to triad) worth learning more about as well.

# TEXTURE



Texture relates the to surface of an object; the look or feel of it. Concrete has a rough texture; drywall has a smooth and subtle texture. Using texture in design is a great way to add depth and visual interest. Printed material has actual, textile texture while screen material has implied texture.

## ELEMENTS OF DESIGN

*quick reference sheet*

# SIZE



Size is how small or large something is: a small shirt vs. an extra large shirt, for example. Use size to define importance, create visual interest in a design (via contrasting sizes), attract attention and more.

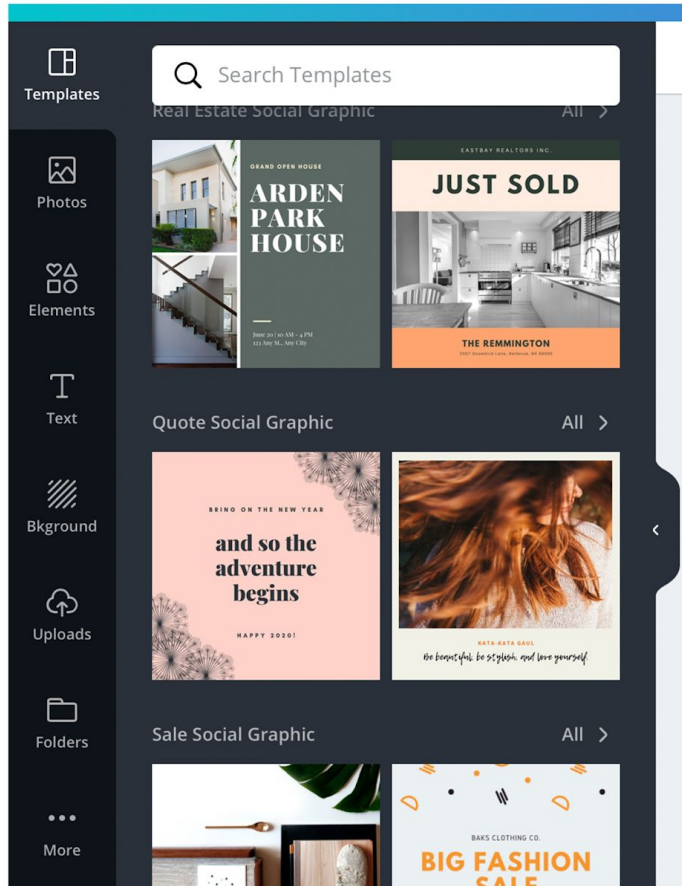


Space is the area around or between elements in a design. It can be used to separate or group information. Use it effectively to: give the eye a rest; define importance; lead the eye through a design and more.

# SPACE

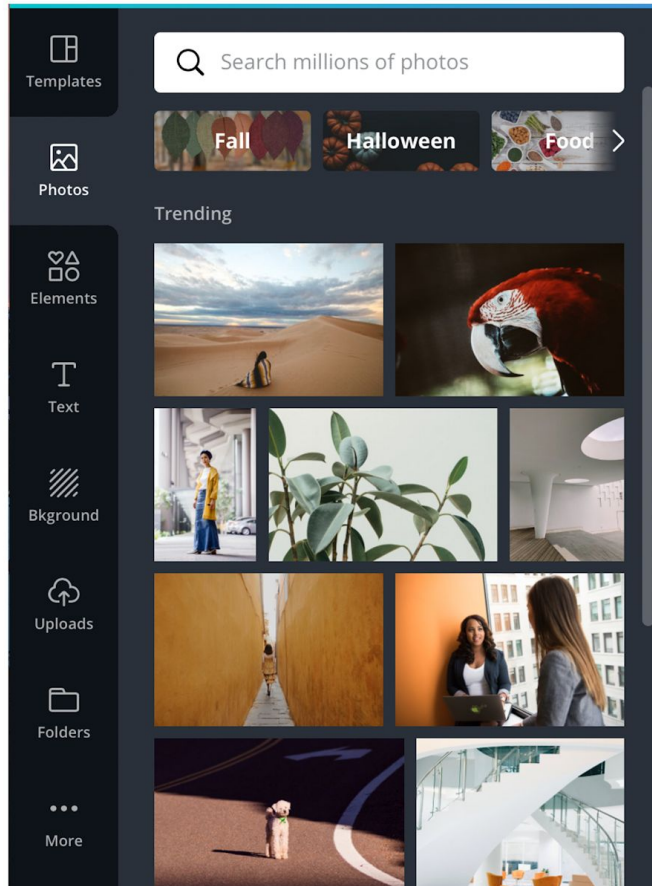
*paper leaf*

created by Paper Leaf Design, [www.paper-leaf.com](http://www.paper-leaf.com)



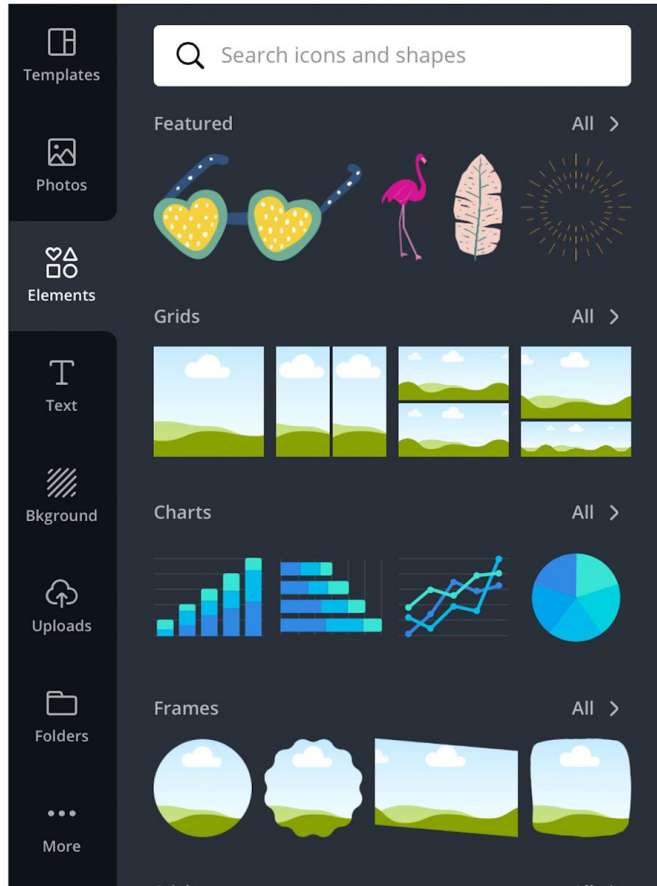
Templates are great however...

Learn how to use the tools so you can create what you want when you want to!



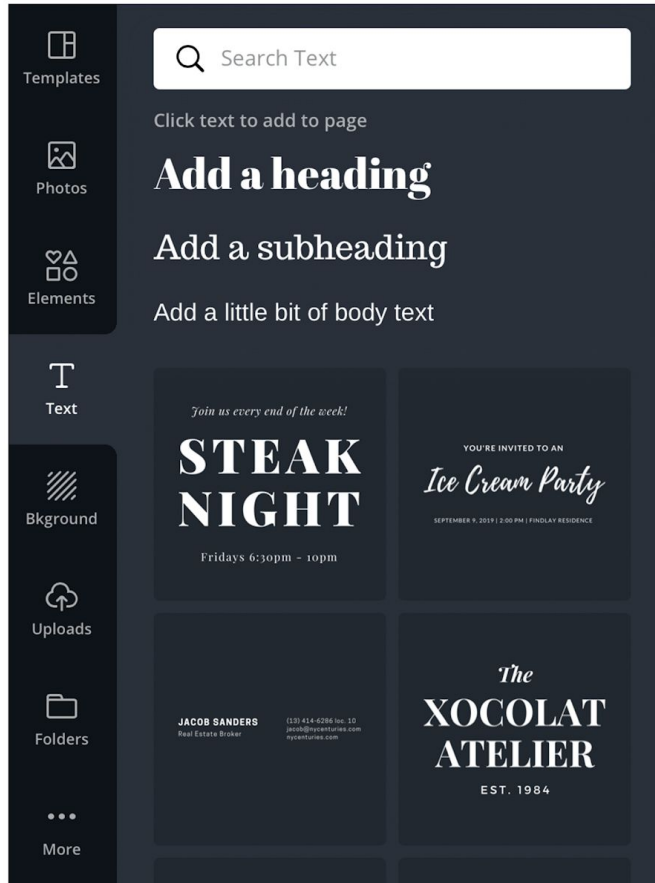
# Photos

Use the photo tab to search through Canva's selection of stock photos. Not all photos are available under the free version.



# Elements

Use elements in your design to help visually tell your story from graphs to photo frames to illustrations!



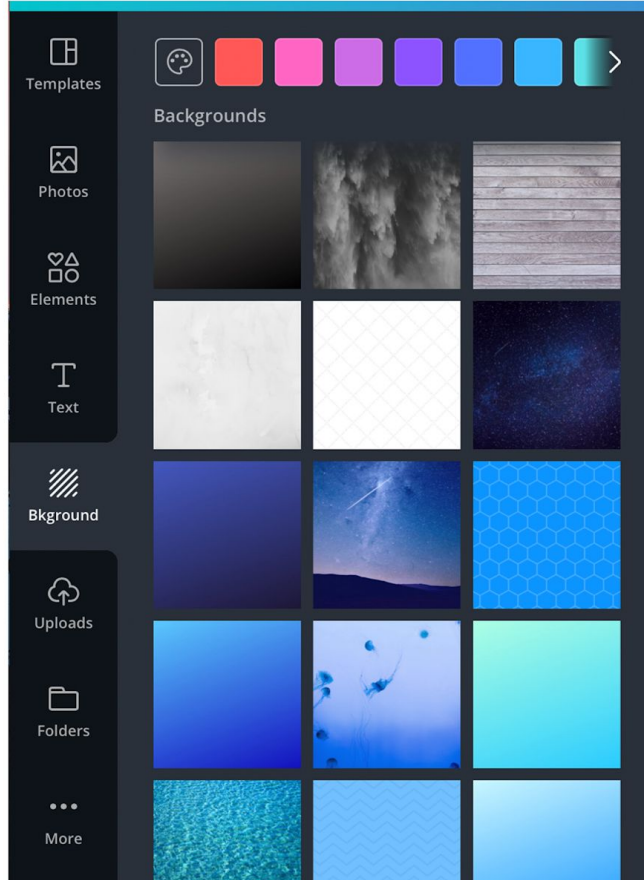
# Type

Canva has a great selection of easy to use typography to help your message reach the right audience.

# FONTS MATTER

You'll always  
be mine...♥

YOU'LL ALWAYS  
BE MINE...



# Background

Use the background tab to create a backdrop for your image.





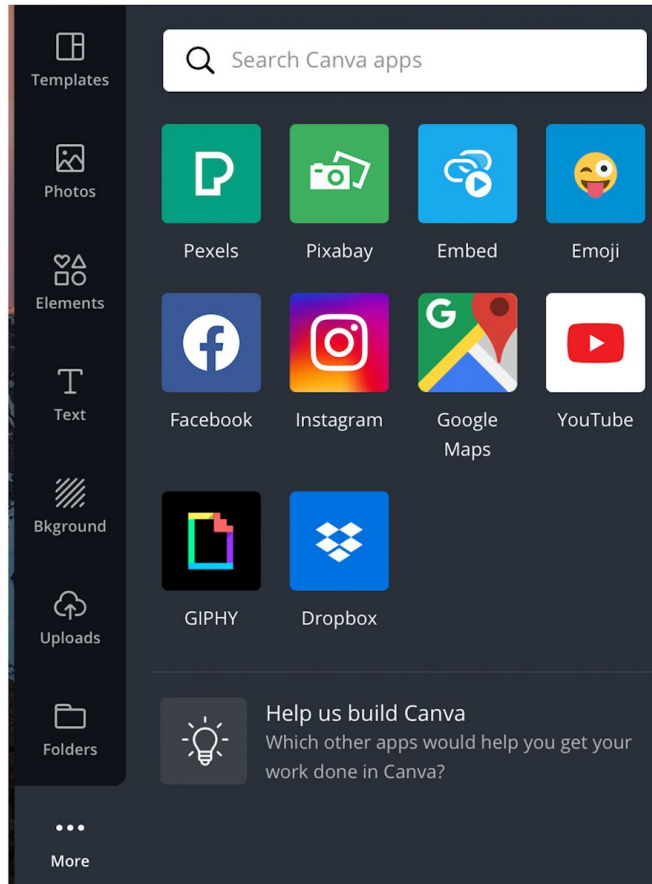
# Uploads

Use the uploads tab to add your logo or other assets you may need in your design.



PNG files will have a transparent background

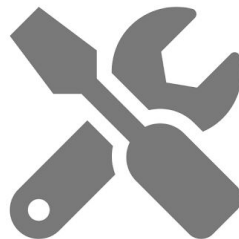




...More!

Canva allows you to pull from popular applications and websites to add more to your graphic.

# Tools



Filter

Adjust

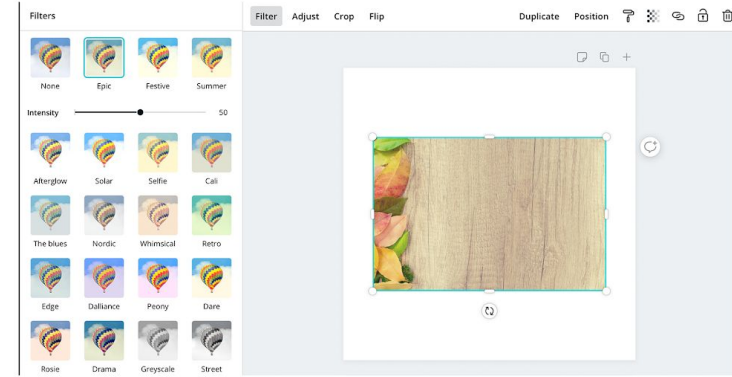
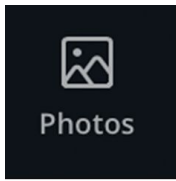
Crop

Flip

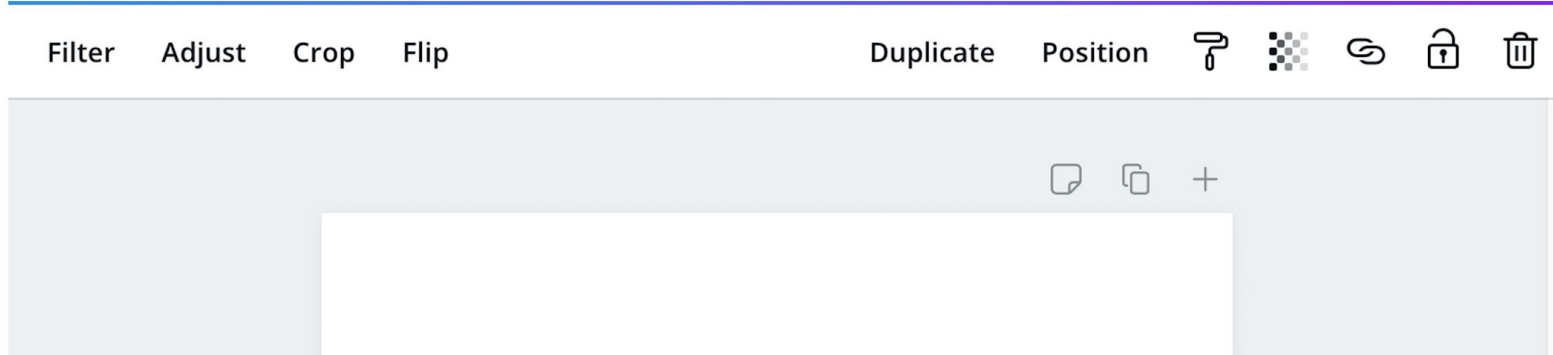
Duplicate

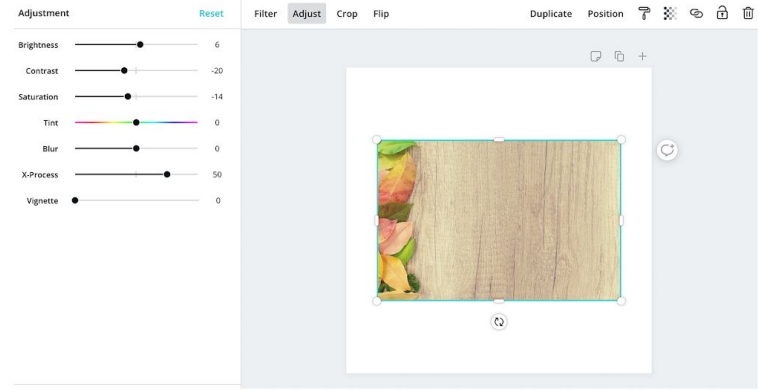
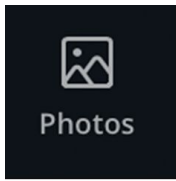
Position



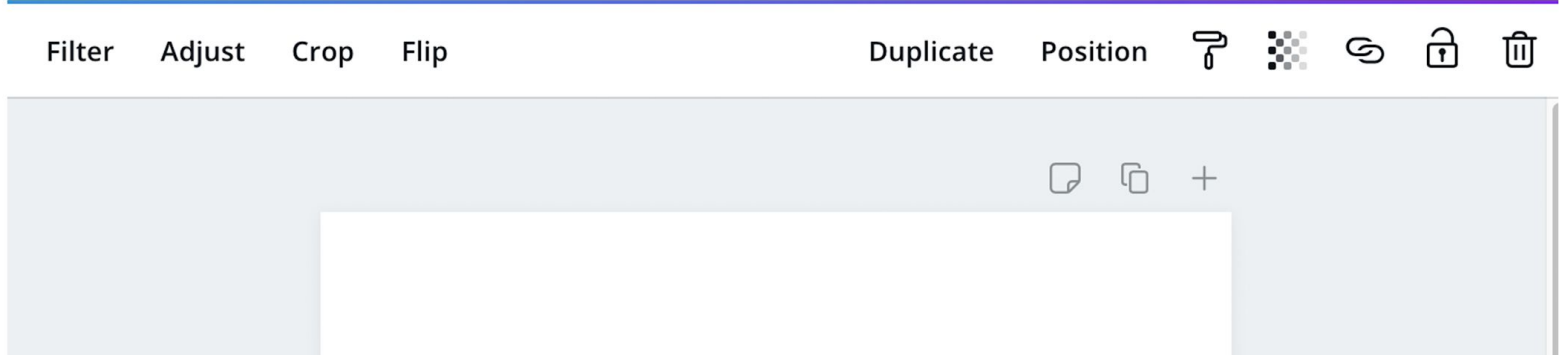


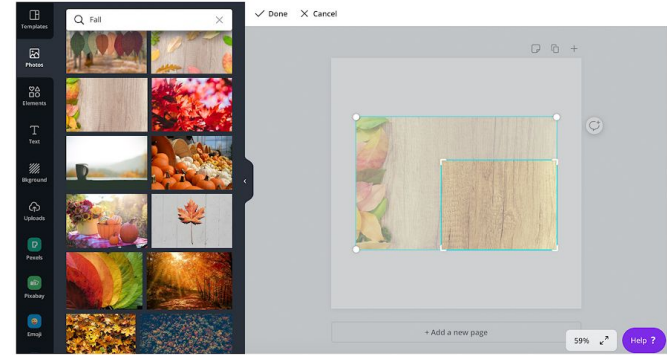
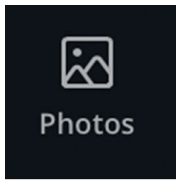
The filter tool edits your photo using a variety of templates.



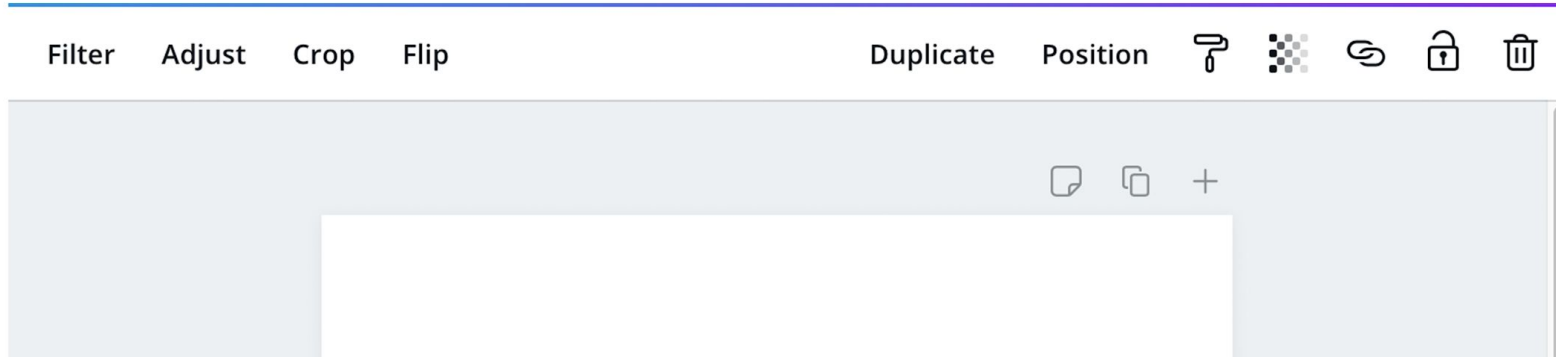


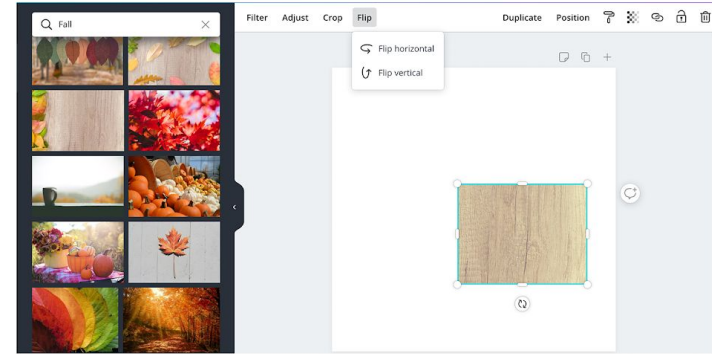
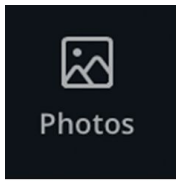
The adjust allows you to change the brightness, contrast, and more.



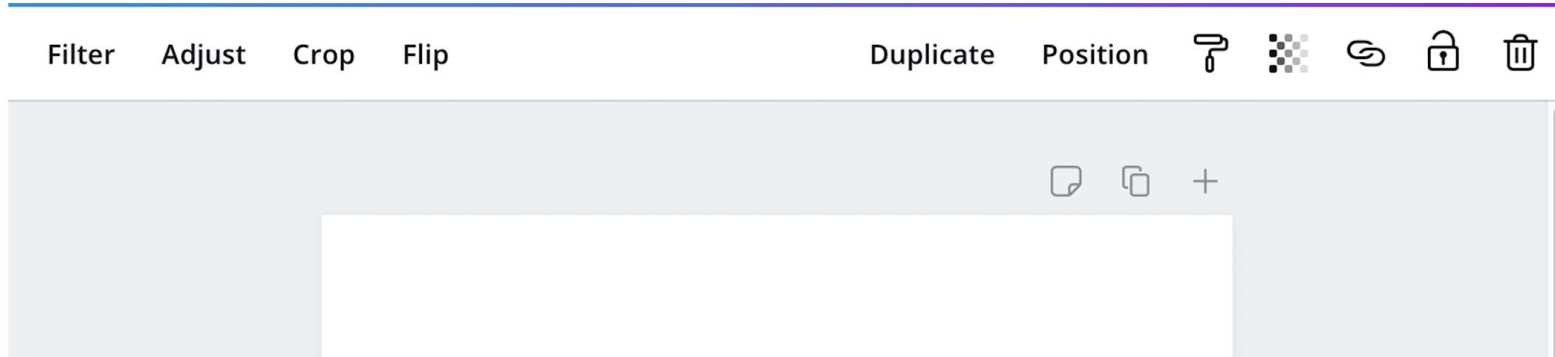


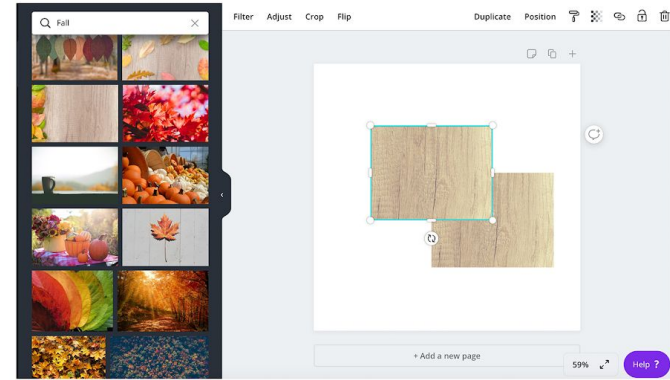
The crop tool will adjust the size of the photo you choose.



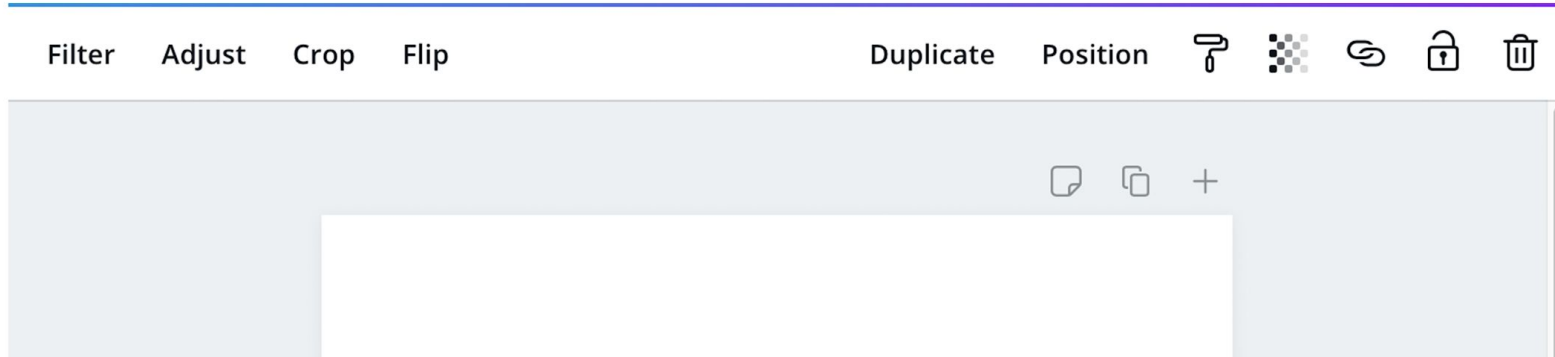


The flip tool will mirror your image horizontally or vertically.

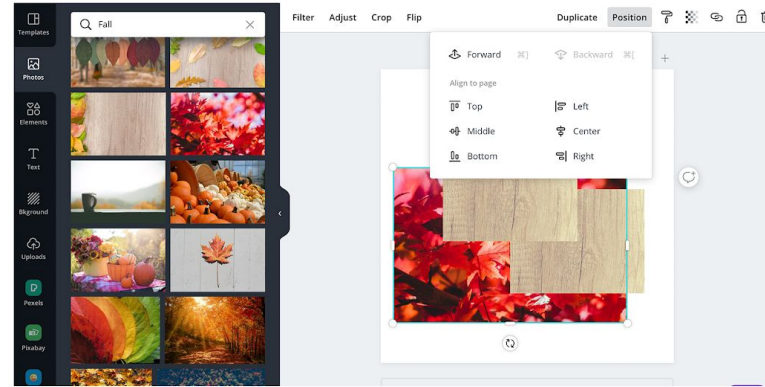




The duplicate tool will create copies of your image or graphic.

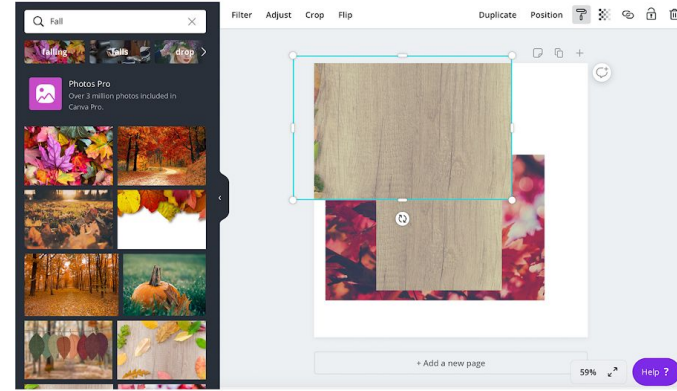




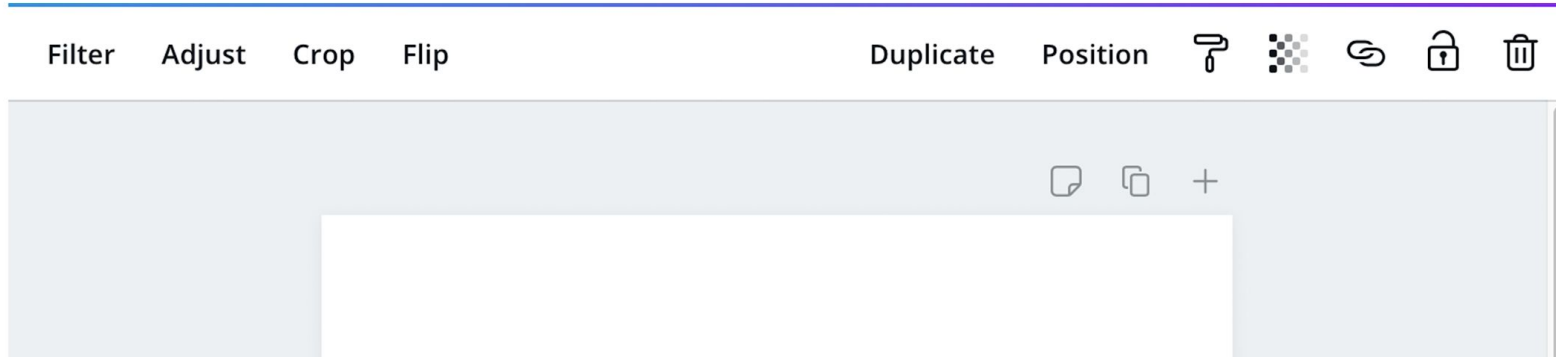


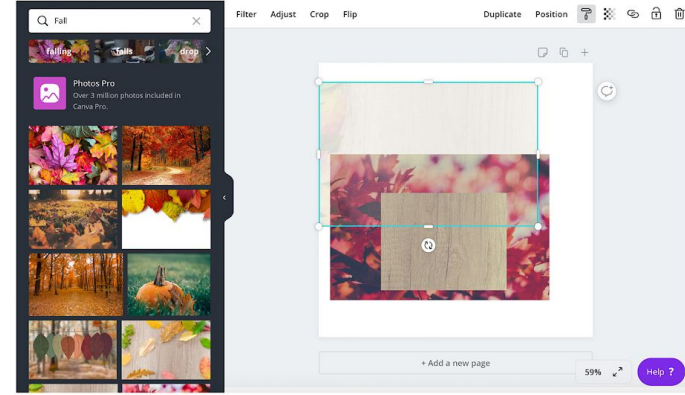
The position tool will center or align your objects. As well as bring your objects forward or backward.



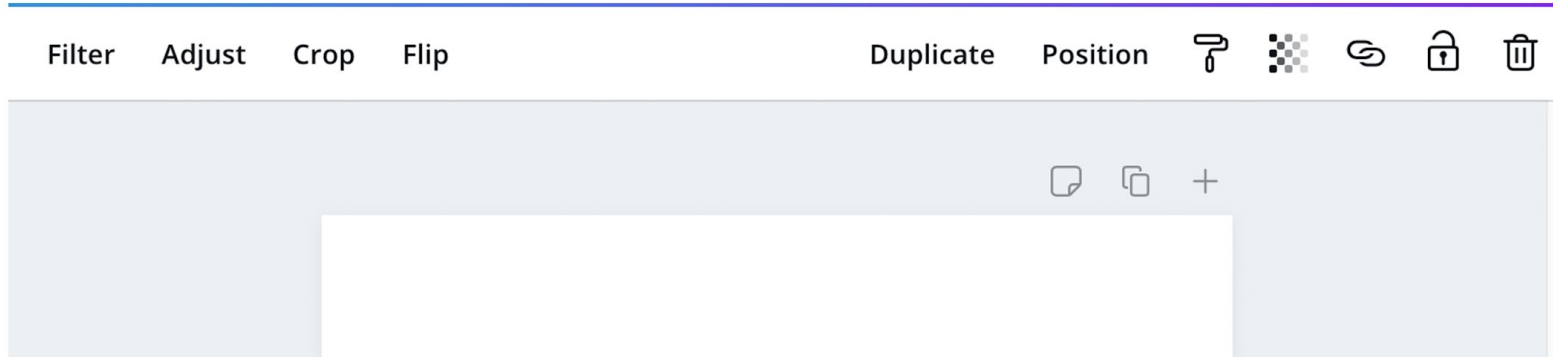


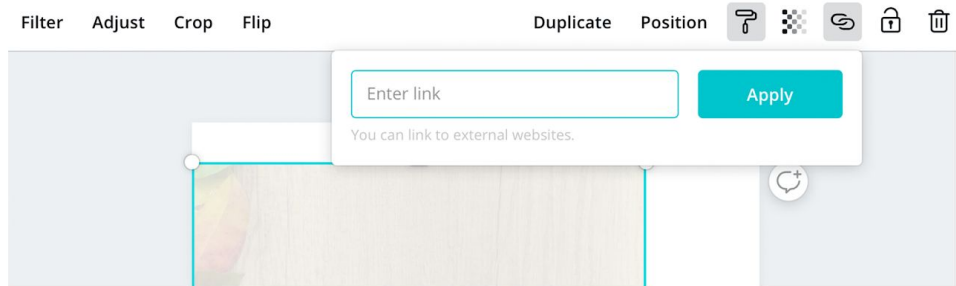
Paste Style tool copies a style from one element to another.



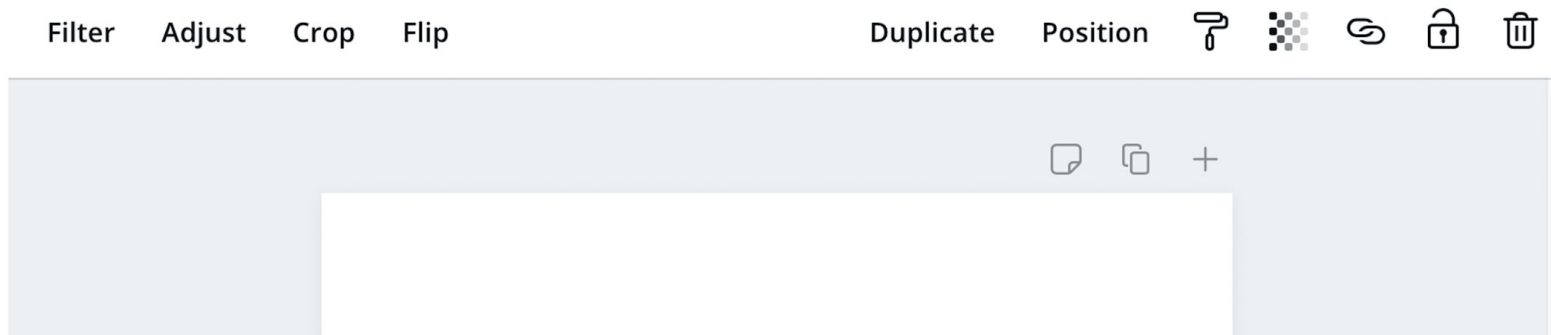


Gradient tool changes the transparency of an object.



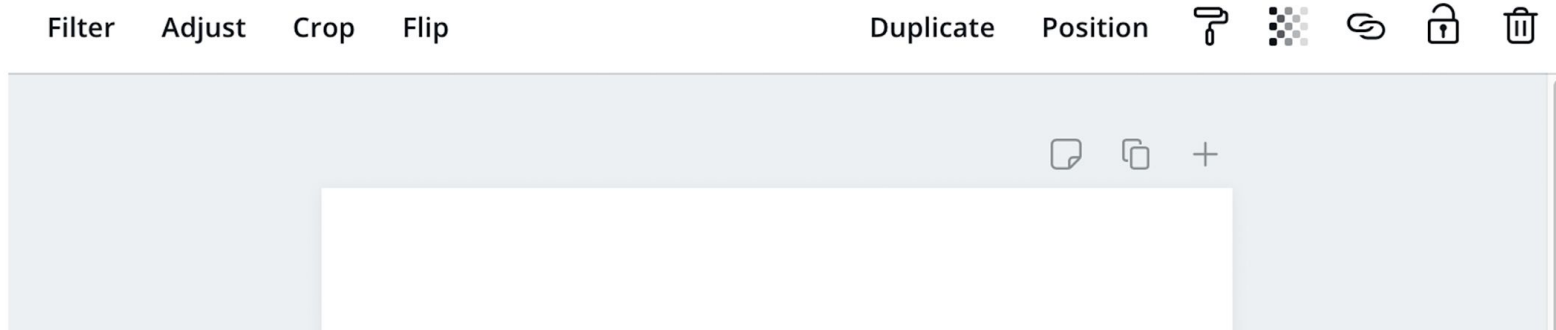


The link tool allows you to link a URL to an image. This is only available if you save your image as a .PDF.



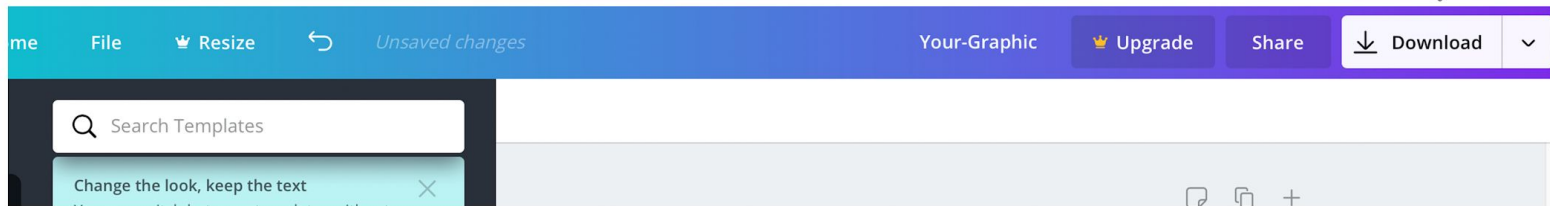


The lock tool locks an object to prevent further changes. When an object is locked the lock symbol will appear closed.





When you are done, click download.





You can share your image in many ways.



Your-Graphic

👑 Upgrade

Share

⬇ Download ^

Q | How would you like to publish?

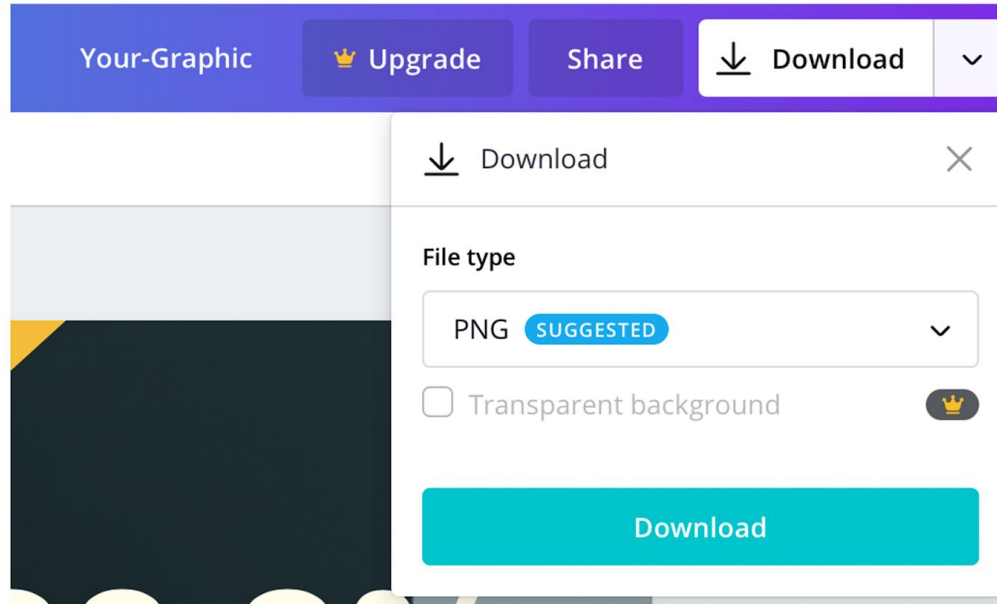
- ⬇ Download SUGGESTED
- 🔗 Share link
- 🚩 Facebook Page
- 👥 Facebook Group
- 🐦 Twitter
- 📌 Pinterest

Show more





PNG files are suggested for online use.





Social Media.



Print.



For images only.



Animated/video  
clips and small  
graphics.

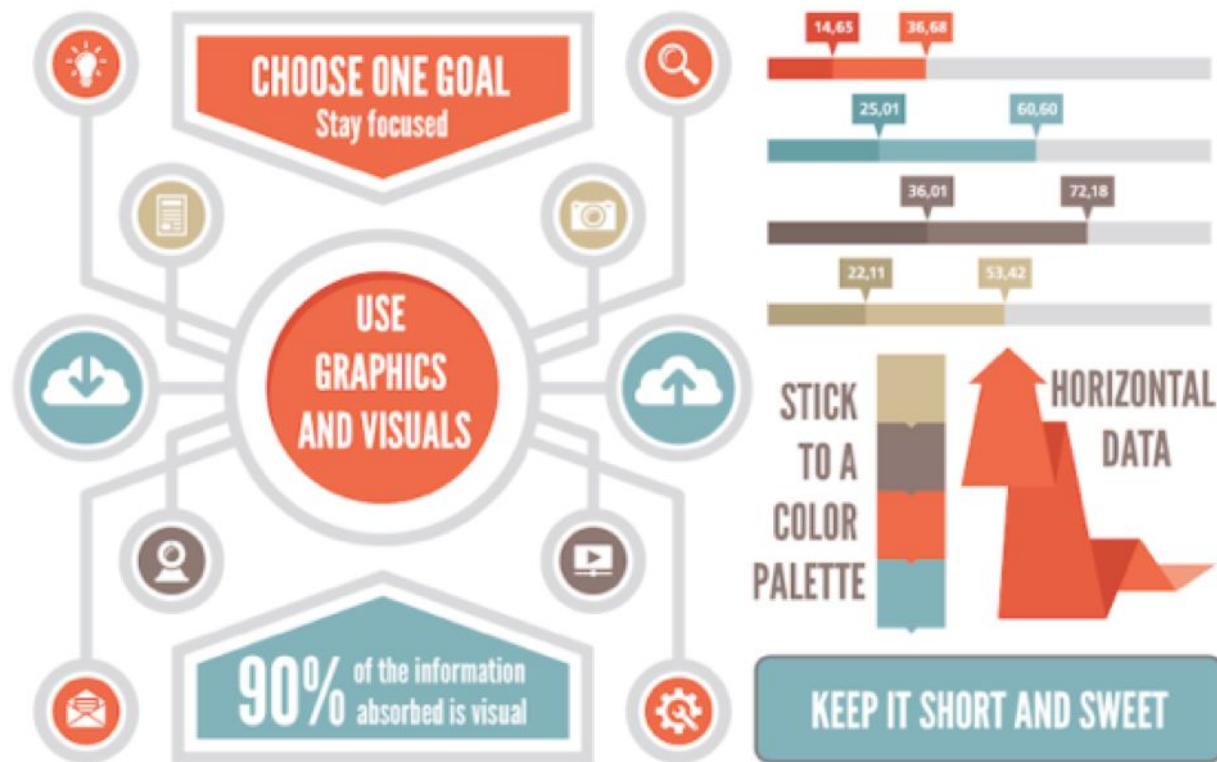




Create an info-graphic about  
your municipality.

## 5 TIPS FOR CREATING

# INFOGRAPHICS



# 5 Tips

- Choose one goal
- Use graphics and visuals
- Stick to a color palette
- 90% of information absorbed is visual
- Keep it short and sweet

You've got your graphic, now what?

# Writing a Caption

- Some repetition is fine
  - Pulling content from your graphic is okay, but avoid rewriting the whole of the graphic in the caption
- Be engaging!
  - Think about what you would engage in.
  - Write captions that you would be excited to see!



# Timing is Everything!

- Plan ahead!
  - Know when you want to be posting, so you can plan accordingly
- If you are promoting a big event/ initiative, create social media campaigns
  - Make multiple graphics
  - Come up with captions in advance
  - Schedule posts for a month in advance, two weeks in advance, one week in advance, the day before, and the day of.

# How to Schedule on Facebook

- 1) Go to Publishing Tools on the top menu of your page.
- 2) In the left menu click Scheduled Posts
- 3) Go to +Create


Facebook interface showing the Publishing Tools section.

**Top Navigation Bar:** Delaware.gov, Search, Caitie, Home, Find Friends, Create, Profile, Messages, Notifications, Help.

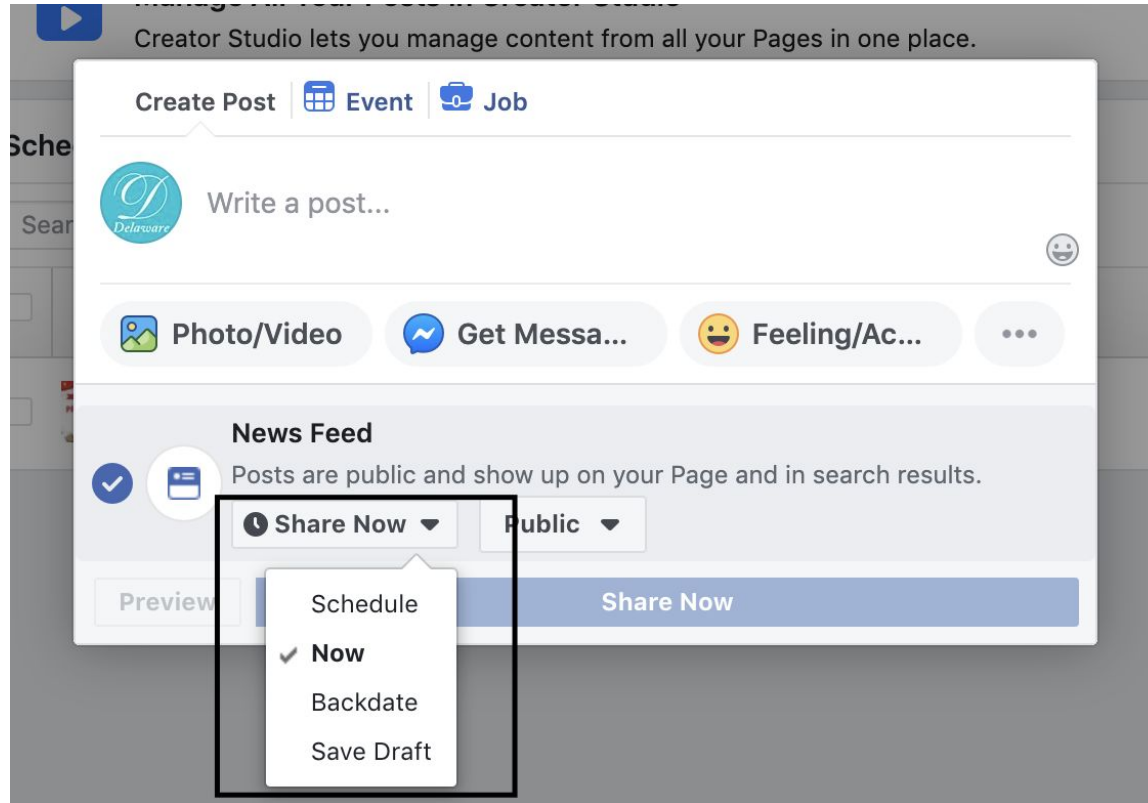
**Left Sidebar:** Stories, Story Archive, Posts, Published Posts, **Scheduled Posts**, Drafts, Expiring Posts, Videos, Video Library, Videos You Can Crosspost.

**Right Panel:**

- Manage All Your Posts in Creator Studio** (Try it Now)
- Scheduled Posts** (+ Create)
- Search... Actions ▾ Showing 1 - 1 of 1
- Table of Scheduled Posts:

<input type="checkbox"/>	Posts	Scheduled (EST) ▾
<input type="checkbox"/>	 We are close to winter, so it's time to start thinking about how we are preparing for winter storms. Here are tips for how to	Sep 30, 2019 at 10:29... Administrator

- 4) Add your text then drag and drop or upload your graphic or image
- 5) Click the Share Now drop down
- 6) Click Schedule, located right above now Now



7) This pop-up will appear. Use the calendar to decide the date and the time box to decide the time you want to be posting.

8) Hit schedule

Schedule Post

Publishing Schedule

☒ Publication

Select a date and time in the future to publish your post.

10/1/2019

2:16 PM

EDT

Distribution Schedule

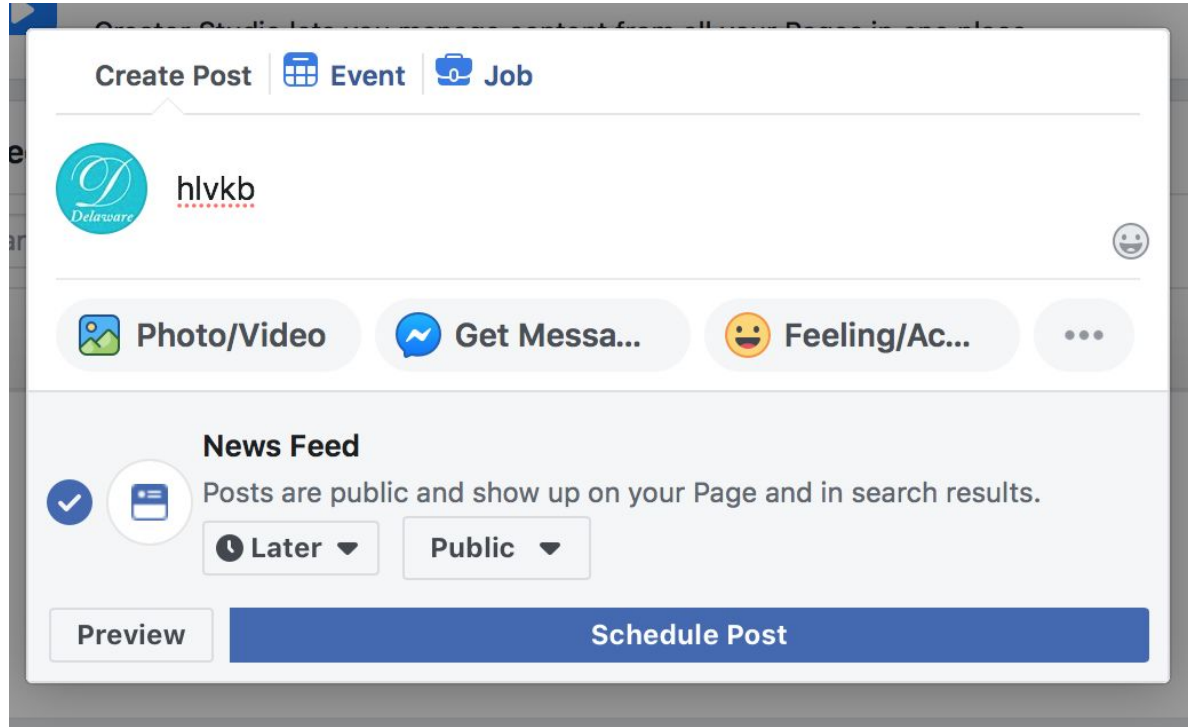
☐ Stop News Feed Distribution

Select a date and time in the future for when you want your post to stop showing in News Feed. The post will still be visible, but News Feed distribution will end.

Cancel


Schedule





9) The schedule box will disappear, bringing you back to this screen. Hit Schedule Post.





The image shows the Facebook 'Create Post' interface. At the top, there are three tabs: 'Create Post' (selected), 'Event', and 'Job'. Below the tabs is the user's profile picture (a teal circle with a white 'D' and the word 'Delaware') and the username 'hlvgb'. To the right of the username is a small smiley face icon. Below the profile information are three buttons: 'Photo/Video' (with a photo icon), 'Get Messa...' (with a speech bubble icon), and 'Feeling/Ac...' (with a smiley face icon). Below these buttons is a section titled 'News Feed'. On the left of this section is a blue checkmark icon. To the right of the checkmark is a blue icon of a document with a checkmark. To the right of this icon is the text 'Posts are public and show up on your Page and in search results.' Below this text are two buttons: 'Later' (with a clock icon) and 'Public' (with a dropdown arrow). At the bottom of the form are two buttons: 'Preview' and 'Schedule Post'.



Create Post | Event | Job

 hlvgb

 Photo/Video  Get Messa...  Feeling/Ac... 

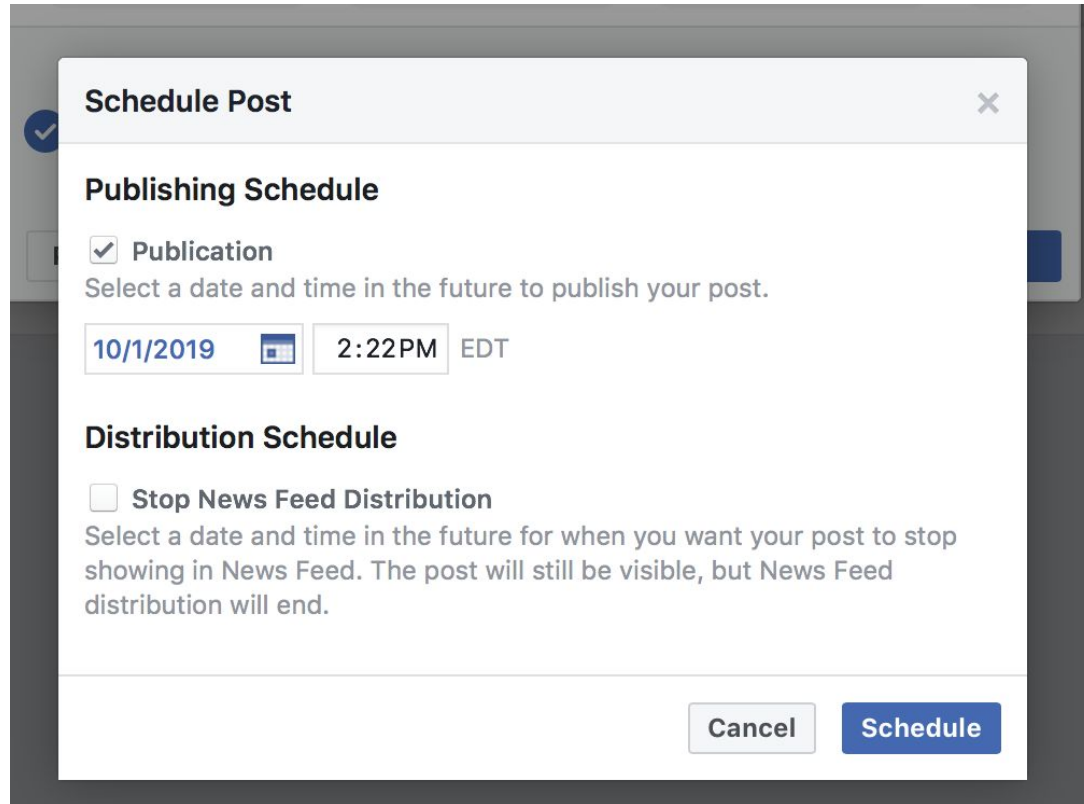
**News Feed**

  Posts are public and show up on your Page and in search results.

 Later  Public

Preview **Schedule Post**

- 10) Once you hit Schedule Post, it will bring you back to this pop-up
- 11) Re-enter your preferred date and time
- 12) Once you hit Schedule, your post will officially be scheduled!

A screenshot of the Facebook 'Schedule Post' dialog box. The dialog has a title bar 'Schedule Post' with a close button (X) in the top right. Below the title bar is the 'Publishing Schedule' section, which includes a checked checkbox for 'Publication' and a text prompt 'Select a date and time in the future to publish your post.' The date is set to '10/1/2019' with a calendar icon, and the time is '2:22 PM' in 'EDT'. Below this is the 'Distribution Schedule' section, which has an unchecked checkbox for 'Stop News Feed Distribution' and a text prompt 'Select a date and time in the future for when you want your post to stop showing in News Feed. The post will still be visible, but News Feed distribution will end.' At the bottom right are two buttons: 'Cancel' and 'Schedule'.



# Which Images You Can Use

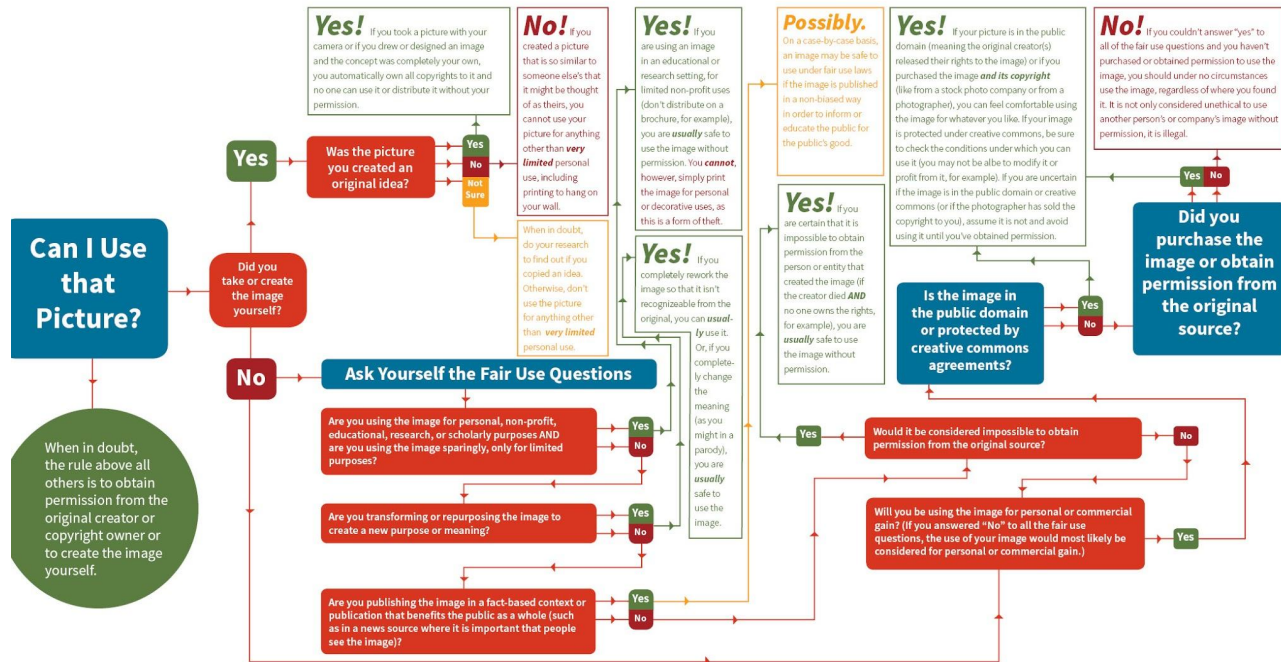


**EVERY GRAPHIC DESIGNER'S REACTION**



# Can I Use that Picture?

The Terms, Laws, and Ethics for Using Copyrighted Images



## Copyright

The protection given to any created image or work from being copied or distributed without permission. All images are immediately given copyright to the creator when the image is created.

## Fair Use

The legal right to use copyrighted images as long as the images are used for educational, research, or personal use or as long as the image benefits the public good in some way.

## Creative Commons

Images that are copyrighted but that the creator has put provisions on their use. A creative commons license might stipulate, for example, that an image can be used as long as it isn't modified in any way.

## Public Domain

Images that no longer have copyright restrictions either because the creator willingly relinquished their copyright or because the creator is dead **AND** no one owns the copyright.

## What if I found the picture on social media or a website?

While the laws about distributing images through social media channels like Facebook, Pinterest, and blogs can sound fuzzy, it is generally considered **socially** acceptable to redistribute an image that was originally intended to be publicly viewed by the creator. This is why you will typically find original images re-posted on blogs, news sites, and social media channels even if the person re-distributing the images didn't obtain permission to do so.

**However**, much depends on the way in which you intend to use the image. It is unethical to redistribute an image on Facebook, for example, if a person didn't intend for the image to go public in the first place. It is also a form of plagiarism to post an image on your blog or website without citing the original source (and it is considered best practice to link back to the original source as well).

Pay attention to the fair use laws and other questions to the left when considering using other images you find online. Be careful about using others' images for personal gain, commercial gain, and even formal presentations without obtaining permission first.

Questions or  
comments?

Thank you

